

Eduardo Pacheco, MBA

Regional Sales Manager

Profile

Driven and well-rounded Sales Manager with 15 years of experience. My engineering background has allowed me to get a deep knowledge in in operations, and to hold positions at different areas of expertise combining commercial and technical skills. Interested in completing my experience and continue growing, I enrolled in the UT MBA program which represented a great opportunity to hone financial and managerial skills.

I try to lead and encourage my team and close coworkers to go beyond the boundaries of the responsibilities of their positions to get the things done, I try to provide guidance and to develop the tools to enhance the team's performance.

Employment History

Sales Manager at Owens-Illinois

Mexico City, Mexico; July 2013 – Present

- Management of a wide diverse food and beverage customer portfolio that span from small domestic companies to International, Global Corporations such as Diageo, Nestle, FEMSA Coca-Cola, Herdez among others. (*\$82 Million USD annual revenue portfolio*)
 - Defining pricing and profitability strategies for new and existing product portfolio for different customers
 - Customer Contract negotiation
- Development of annual budget and monthly forecast Develop of Integral customer strategy building relationships at different touchpoints covering areas such as Marketing, Planning, Credit portfolio management, product quality, and customer service.
- Implementation of work systems to target key indicators such as Inventory reduction, optimization of production planning and asset utilization and increasing profitability.

Details

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Skills

Analytical / Quantitative Skills



Highly Proficient on MS Excel



Business Process Improvement



Team Leadership



Communication Skills



Project / Product Development Management



Business Strategy



Languages

Spanish (Native)



English



Head of Marketing and New Product Development at Vitro

Monterrey, Mexico; June 2006 – July 2013

- Develop New Product proposals aligned to customers' marketing plan.
- Led a cross-functional team to develop new products through its different stages and dimensions on aggressive time schedules by coordinating:
 - Product conceptualization, drawings, prototype development
 - Technical specifications, internal trials, tests on customers production facilities.
 - Supply of materials (molds, packaging, decoration supplies)
- Develop a web-based app to keep accurate track of the activities of each stage of the product development, enhance time measurement, consolidate information and optimize administrative activities.
- Lean manufacturing Project mapping the NPD process

Demand Planning Analyst at Vitro

Monterrey, Mexico; August 2003 – June 2006

- Develop product Sales Forecast using Time Series Models (ARIMA) and integrating statistical information with purchase orders and sales representative's input.

Operations Trainee at Vitro

Monterrey, Mexico; February 2002 – August 2003

- 1.5 years training in operations covering most of the departments of a glass manufacturing plant.
- Support on new furnace boot in Guadalajara

Education

MBA

Red McCombs School of Business – University of Texas at Austin

Dean's Award for Academic Excellence for Scholarly Attainment

August 2018 – May 2019

B.S. Industrial Engineering with minor in Systems Engineering

Instituto Tecnológico y de Estudios Superiores de Monterrey

August 1997 – December 2001

Other Professional Activities

Professor of Bussines Strategy Certified Program at ITAM (Instituto Tecnológico Autónomo de México)

Mexico City, Mexico; August 2019

Imparted sessions of Marketing and P&L topics in the Key Account Management module, of the Business Strategy Certified Program

MBA+ Project Consultant at Exxon Mobil - Research on Payment Trends

Houston, Texas; February - May 2018

Research of payment technology trends and success stories. Analysis of the environment; competition, customer description and preferences. Development of value proposition and go to market proposition.

Co-Founder, Business Manager at Olivaria

Monterrey, Mexico; November 2011 – December 2013

Importing and distribution of olive-based gourmet products (Stuffed Olives, Olive Oil, Bruschetta). Sales, Marketing and negotiation with gourmet stores and selected supermarkets. Coordination of product distribution.